

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

<b>Applicant:</b>	Hornreich <i>et al.</i>	<b>Conf. No.:</b>	3247
<b>Serial No.:</b>	10/724,931	<b>Art Unit:</b>	3689
<b>Filing Date:</b>	03/13/2008	<b>Examiner:</b>	Long, Fonya M.
<b>Title:</b>	SUBSCRIPTION-BASED DYNAMIC CONTENT UPDATE	<b>Docket No.:</b>	IL920060041US1 (IBML-0039)

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT**

Sir:

**I. INTRODUCTORY COMMENTS:**

This paper is being filed in response to the Office Action dated March 13, 2008. Please amend the above-referenced patent application as follows:

**Amendments to the Claims** are reflected in the listing of claims that begins on page 2 of this paper.

**Remarks** begin on page 4 of this paper.